MORNING CONSULT

National Tracking Poll

Topline Report

Question	Response	Frequency	Percentage
PH2_Online_lean	*If the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton and Republican Donald Trump, for whom would you vote? (Includes Leaners)*		
	Hillary Clinton	420	51%
	Donald Trump	396	48%
	Don't Know / No Opinion	6	1%
PH2_Phone_lean	*If the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton and Republican Donald Trump, for whom would you vote? (Includes Leaners)*		
	Hillary Clinton	648	52%
	Donald Trump	579	47%
	Don't Know / No Opinion	17	1%
PH3_1_Online	*Would you be willing to do any of the following, yes or no? Talk to a friend or family member about supporting Donald Trump (N=393)*		
	Yes	274	70%
	No	119	30%
PH3_1_Phone	*Would you be willing to do any of the following, yes or no? Talk to a friend or family member about supporting Donald Trump (N=570)*		
	Yes	265	47%
	No	305	53%
PH3_2_Online	*Would you be willing to do any of the following, yes or no? Place a Donald Trump sign in your yard or home (N=396)*		
	Yes	180	46%
	No	216	54%
PH3_2_Phone	*Would you be willing to do any of the following, yes or no? Place a Donald Trump sign in your yard or home (N=572)*		
	Yes	297	52%
	No	275	48%
PH3_3_Online	*Would you be willing to do any of the following, yes or no? Attend a campaign rally or event for Donald Trump (N=395)*		
	Yes	176	45%
	No	219	55%

Question	Response		Frequency	Percentage
PH3_3_Phone	*Would you be willing to do any of the following, yes or no? Attend a campaign rally or event for Donald Trump (N=565)*			
		Yes	310	55%
		No	255	45%
PH3_4_Online	*Would you be willing to do any of the following, yes or no? Purchase a Donald Trump hat or shirt (N=393)*			
		Yes	125	32%
		No	268	68%
PH3_4_Phone	*Would you be willing to do any of the following, yes or no? Purchase a Donald Trump hat or shirt (N=567)*			
		Yes	337	59%
		No	230	41%
PH3_5_Online	*Would you be willing to do any of the following, yes or no? Post nice things about Donald Trump on social media sites such as Facebook or Twitter (N=394)*			
		Yes	178	45%
		No	216	55%
PH3_5_Phone	*Would you be willing to do any of the following, yes or no? Post nice things about Donald Trump on social media sites such as Facebook or Twitter (N=566)*			
		Yes	320	57%
		No	246	43%
PH4_1_Online	*Would you be willing to do any of the following, yes or no? Talk to a friend or family member about supporting Hillary Clinton (N=418)*			
		Yes	276	66%
		No	142	34%
PH4_1_Phone	*Would you be willing to do any of the following, yes or no? Talk to a friend or family member about supporting Hillary Clinton (N=637)*			
		Yes	275	43%
		No	362	57%
PH4_2_Online	*Would you be willing to do any of the following, yes or no? Place a Hillary Clinton sign in your yard or home (N=420)*			
		Yes	157	37%
		No	263	63%
PH4_2_Phone	*Would you be willing to do any of the following, yes or no? Place a Hillary Clinton sign in your yard or home (N=617)*			
		Yes	310	50%
		No	307	50%

Question	Response		Frequency	Percentage
PH4_3_Online	*Would you be willing to do any of the following, yes or no? Attend a campaign rally or event for Hillary Clinton (N=419)*			
		Yes	162	39%
		No	257	61%
PH4_3_Phone	*Would you be willing to do any of the following, yes or no? Attend a campaign rally or event for Hillary Clinton (N=639)*			
		Yes	333	52%
		No	306	48%
PH4_4_Online	*Would you be willing to do any of the following, yes or no? Purchase a Hillary Clinton hat or shirt (N=419)*			
		Yes	116	28%
		No	303	72%
PH4_4_Phone	*Would you be willing to do any of the following, yes or no? Purchase a Hillary Clinton hat or shirt (N=636)*			
		Yes	335	53%
		No	302	47%
PH4_5_Online	*Would you be willing to do any of the following, yes or no? Post nice things about Hillary Clinton on social media sites such as Facebook or Twitter (N=420)*			
		Yes	177	42%
		No	242	58%
PH4_5_Phone	*Would you be willing to do any of the following, yes or no? Post nice things about Hillary Clinton on social media sites such as Facebook or Twitter (N=633)*			
		Yes	339	54%
		No	294	46%
PH5_Online	*How satisfied would you say you are with your family life? Are you...*			
	Very satisfied		465	57%
	Somewhat satisfied		279	34%
	Not too satisfied		54	7%
	Not at all satisfied		16	2%
	Don't Know / No Opinion		8	1%
PH5_Phone	*How satisfied would you say you are with your family life? Are you...*			
	Very satisfied		851	68%
	Somewhat satisfied		317	25%
	Not too satisfied		42	3%
	Not at all satisfied		28	2%
	Don't Know / No Opinion		14	1%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for likely voters with demographic post-stratification weights applied.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Likely Voters	2075	100%
xdemGender	Gender: Male	945	46%
	Gender: Female	1130	54%
	N	2075	
age	Age: 18-29	463	22%
	Age: 30-44	337	16%
	Age: 45-64	798	38%
	Age: 65+	477	23%
	N	2075	
college2	Educ: Not College Grad	1319	64%
	Educ: College Grad	756	36%
	N	2075	
inc50	HH Income: LT 50k	1122	54%
	HH Income: 50k+	953	46%
	N	2075	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

MORNING CONSULT

Morning Consult is a nonpartisan media and technology company that provides data-driven research and insights on politics, policy and business strategy.

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Summary and analysis are available at:
https://morningconsult.com/2016/11/03/shy-trump-social-desirability-undercover-voter-study/